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Consumer Behavior 1

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~~The Effects of Cognitive-Brand Age Congruity on Brand Preference under Different Product Categories~~~~Bei, Lien-Ti; National Chengchi University, Lienti@nccu.edu.tw~~~~Chang, Chia-yang Mac; National Chengchi University, maverick9527@anet.net.tw~~~~Huang, Chao-hui; National Chengchi University, 96355030@nccu.edu.tw~~

~~The purpose of this research is to examine the moderate effect of product category on the relationship between cognitive brand age congruity and consumers' brand preference. According to self-congruity theory that consumers want to be self-consistent, they should prefer a brand with an age image congruent with their own age image, such as cognitive age. Moreover, the effects of cognitive brand age congruity on consumers' brand preference in utilitarian, hedonic, and symbolic products should be different. This study employs a face-to-face survey of 442 respondents in several shopping districts in Taipei city. The results indicate that when consumers evaluate brands in symbolic product category, they emphasize more on whether their cognitive age is congruent with the perceived brand age than when consumers evaluate brands of utilitarian or hedonic products. Brand managers of symbolic products should carefully build the age image of the brand for the target customers.~~

~~Keywords: cognitive age, brand age, cognitive brand age congruity, self-congruity theory, product category~~

Enhancing customer loyalty to shopping centres through special event entertainment: The mediating role of hedonic value?

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Special event entertainment refers to free entertainment events convened by shopping centres, and popular examples include school holiday events, fashion shows, celebrity appearances and market days. Despite the common use of special event entertainment, very few studies have provided an insight on the effect of special event entertainment on customer loyalty to shopping centres. In particular, very few studies have examined the perceived hedonic value and quality of special event entertainment, and how these two constructs interact to influence customers' approach behaviours in shopping centres. As an attempt to gain this insight, this study surveyed 280 shopping centre patrons in Australia that had experienced special event entertainment. Every 5th shopper in the crowd was approached and handed a self-completed questionnaire. Structural equation modelling was applied to analyse the data. The results showed that perceived hedonic value consisted of two dimensions: entertainment value and exploration value. These two value dimensions are parallel to the passive and active experiential value proposed by Mathwick, Malhotra and Rigdon (2001). Entertainment and exploration value were found to have significant, positive effects on shopping behaviour and behavioural intention of shoppers. However, these positive effects were not identical. Exploration value demonstrated a much stronger, positive effect than entertainment

value. Perceived quality was found to have a positive effect on perceived hedonic value. Two dimensions constituted the perceived quality of special event entertainment: setting quality and performer quality. In particular, setting quality demonstrated a positive effect on both entertainment and exploration value. Conversely, performer quality had a positive effect on exploration value only, and not on entertainment value. Nevertheless, performer quality was found to have a direct positive effect on both shopping behaviour and behavioural intention. Hence, the results of this study suggest that special event entertainment can enhance shopper loyalty, particularly through perceived hedonic value and quality. However, perceived hedonic value is likely to mediate the effect of perceived quality on shopper loyalty.

Keywords: Experiential Marketing, Hedonic Value, Service Quality, Shopping Centre Loyalty

The Effects of Consumer Well-being on Hedonic Product Consumption

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Previous research has revealed that consumers' short-term emotions influence their thinking and decisions about the purchase and use of products, while the effect of long-term subjective well-being (SWB) has been ignored by consumer researchers. This research presents a theoretical model that reveals how consumers' SWB influences their spending on hedonic products. Using three years of longitudinal data from a large national panel survey, the authors found that happy consumers prefer to spend more on hedonic products, especially through more frequently spending on low-cost hedonic products. Furthermore, this relationship is achieved via the mediating mechanism of positive interpretation of life circumstances and broadened thoughts and actions associated with the positive affect. This research supplements the literature on the effect of short-term emotions on consumers' less crucial buying decisions or decisions made under time pressure such as point-of-purchase stimuli, self-gifting, and impulse buying, by highlighting the key role of consumers' long-term SWB in their regular and habitual buying behavior. Moreover, this is the first research quantified the strength of this relationship. The research has implications for hedonic products providers in how demand for their products is generated as well as filling a significant gap of the mediating mechanism of the consequences of well-being, which is argued an exciting direction for future work (Lyubomirsky, King, and Diener, 2005). Methodologically, the use of a large, nationally representative sample allows generalization of our findings, which is crucial whenever marketers hope to use research findings to determine their marketing strategies.

Keywords: Subjective well-being, consumption, hedonic products

The Contribution of Nonverbal Attitude Measurement to Brand Management

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Background: Brand strength is one of the major control and target variable for brand management. It is mainly driven by the customers' attitude towards the brand. Therefore, the periodical ascertainment of attitudes is important. However, as human information processing mainly works with pictures and emotions, it is doubtful if attitudes can be surveyed true to reality by sole means of verbal measurement, which cannot be optimally ascertained by means of verbal attitude measurement. Hence, the joint application of verbal and nonverbal attitude measurement serves best in this context.

Method: Thus, a methodical comparison of both attitude measurement approaches (i.e. verbal versus nonverbal) is applied. By means of regression analysis and structural equation modelling (PLS) it can be